

# Adult Incontinence Products Market in New Zealand 2021

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## Abstracts

Incontinence - sometimes called urinary incontinence - is the inability to hold urine in the bladder. Urinary incontinence is not a disorder. It is actually a symptom of other conditions and has many possible causes. Urinary incontinence is twice as common in women as in men and affects at least 1 in 3 older women. The adult incontinence products market in New Zealand is projected to expand by a CAGR of 7.9% from 2021 through 2027, according to data and analytics company StrategyHelix. Rising demand for adult incontinence products from the geriatric population base, increasing acceptance of adult incontinence products are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for adult incontinence products. The New Zealand adult incontinence products market is segmented on the basis of product, and distribution channel. By product, the adult incontinence products market in New Zealand has been segmented into light incontinence products, moderate & heavy incontinence products. In 2020, the light incontinence products segment made up the largest share of revenue generated by the adult incontinence products market. Based upon distribution channel, the adult incontinence products market in New Zealand is categorized into hypermarkets, supermarkets, health & beauty stores, online retailing, others.

The adult incontinence products market in New Zealand comprises only a handful of players such as Essity AB, Kimberly-Clark Corporation.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the adult incontinence products market to help

drive informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: light incontinence products, moderate & heavy incontinence products

Distribution channel: hypermarkets, supermarkets, health & beauty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand adult incontinence products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Kimberly-Clark Corporation  
About StrategyHelix  
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